

## Marketing Concepts

### Textbook/Competency Cross-reference

<b>Competency</b>	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. &amp; Functions</i>	<i>Mkt. Practices &amp; Principles</i>	<i>Retail Mds.</i>
I.1.a.	Chapter 2	Chapters 1 & 35	Chapter 1	Chapter 10	Chapter 1	Chapters 10, 11, 13, 22, & 35
I.1.b.	Chapter 11	Chapter 5	Chapters 1 & 2	Chapters 1 & 2	Chapters 1, 2, 3, & 4	
I.1.c.	Chapter 11	Chapter 5	Chapter 29	Chapter 7	Chapter 21	
I.1.d.	Chapters 10, 11, & 26	Chapter 6	Chapter 6	Chapters 2, 3, 6, & 24		Chapters 8, 13, 50, 52, & 53
I.2.a.	Chapters 11 & 28	Chapters 7 & 24	Chapter 24	Chapter 15	Chapter 23	Chapter 9
I.2.b.	Chapters 11 & 28	Chapter 7	Chapter 24	Chapter 15	Chapter 23	
I.2.c.	Chapters 11 & 28	Chapters 7 & 24	Chapter 24	Chapter 15	Chapters 23, 24, & 25	Chapter 9
I.2.d.	Chapters 11 & 28	Chapter 7	Chapter 24	Chapter 15	Chapter 23	
I.2.e.	Chapter 11	Chapter 7	Chapters 6 & 24	Chapter 15	Chapters 23, 24, & 25	Chapters 1 & 9
I.2.f.	Chapter 11	Chapters 7 & 24	Chapters 24 & 25	Chapter 15	Chapters 23, 24, 25, & 27	Chapter 9
I.3.a.	Chapter 28			Chapters 6 & 10	Chapter 4	
I.3.b.	Chapter 28			Chapters 6, 10, & 11	Chapter 4	
I.3.c.	Chapter 28			Chapters 6, 10, & 11	Chapter 4	
I.3.d.	Chapters 11 & 28	Chapter 5	Chapter 2	Chapters 1, 10, 11, 17 & 20	Chapters 1, 4, & 26	
I.3.e.	Chapter 11	Chapter 5	Chapter 2	Chapters 1, 10, 11, 17, & 20	Chapters 1, 4, 11, & 26	
I.4.b.	Chapter 10	Chapters 5 & 6	Chapters 2 & 6	Chapters 1, 7, & 12	Chapters 1, 4, 5, 9, 10, 11, & 20	
I.4.c.	Chapter 10	Chapters 5 & 6	Chapter 7	Chapters 4, 5, & 6	Chapter 8	
I.5.a.		Chapter 4	Chapter 1	Chapters 1, 2, 3, 6, & 24	Chapters 1 & 4	
I.5.a.	Chapter 10	Chapter 5	Chapters 2 & 6	Chapters 1 & 7	Chapters 1, 4, & 5	
I.5.b.		Chapters 4 & 5	Chapter 1	Chapter 1 & 2	Chapter 4	

I.5.c.	Chapters 10 & 28	Chapter 5	Chapter 2	Chapters 1, 2, & 6	Chapter 1
I.6.a.	Chapters 1 & 2	Chapter 3	Chapter 7	Chapter 5	Chapter 12
I.6.b.	Chapters 1 & 2	Chapter 3	Chapter 7	Chapter 5	Chapter 12
I.6.c.	Chapter 1	Chapter 3	Chapter 7	Chapter 5	Chapter 12
I.6.d.	Chapter 1	Chapter 3	Chapter 7	Chapter 5	Chapter 12      Chapter 53